



## North IPA Workshop Notes



COMMONWEALTH OFFICE  
OF BROADBAND OUTREACH  
AND DEVELOPMENT  
*Promoting a 21st century economy*

**Project:** OBOD Broadband Planning Project

**Subject:** IPA Workshop North Region

**Workshop Date:** October 29, 2012

**Time:** 10:00 A.M. EDT

**Place:** Butler State Park Lodge  
Carrollton KY

**OBOD Project Team:**

OBOD  
Brian Kiser

KCADD  
Abby Caldwell

Baker  
Bill Bates  
Wendall McCarty

SNG  
Derek Murphy

**Project Area Working Group:** Lisa Cooper, NKADD (Co-Chair)  
Jack Couch, KIPDA (Co-Chair)  
Abby Caldwell, KCADD  
Drew Tilow, NKADD  
Keith Roberts, KIPDA  
Felicia Harper, KIPDA

**Attendees:** See "North Region IPA Sign-In Sheet.pdf"

**Presentation Slides:** See "KY OBOD IPA North Region Workshop Presentation 20121024.pdf"

**Acronyms:** ADD = Kentucky Area Development District  
Baker = Michael Baker Jr., Inc.  
KCADD = Kentucky Council of Area Development Districts  
OBOD = Kentucky Office of Broadband Outreach and Development  
SNG = Strategic Networks Group  
SOW = Scope of Work

The workshop convened at 10 a.m. Brian Kiser introduced the project team members and working group members before asking attendees to introduce themselves around the room (see sign-in sheet for details). Kiser then provided a brief history of the inception of the Commonwealth Office of Broadband Outreach & Development, including its mission statement, goals, and current involvement in presenting to legislative bodies.

Kiser explained that the purpose of the plans is to identify and engage stakeholders, identify the needs for the region, and engage providers. At this juncture, he wanted to put the power in the hands of the ADDs and regional stakeholders identified by them to allow them to determine what goals and steps are needed and feasible for the region.

Lisa Cooper then presented the North Region Working Group's Scope of Work (SOW) document. Cooper explained that as soon as the North Region's boundaries were defined, NKADD and KIPDA wanted to address breaching the rural/urban gap in the six county area already identified by the newly-created I-71 Task Force. Because the area includes three counties from each ADD, both ADDs are equally invested in gaining broadband along this corridor. Cooper explained that the corridor is an ideal site for industrial recruitment; it already has roads, river, and rail. All the area needs is broadband to entice industrial investment in the area. At this juncture, the Working Group has enlisted the help of the stakeholders present to assist in designing an initiative that addresses the connectivity issues in along that corridor.

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Bill Bates then provided some information relating to the project goals, including regional availability, changes in provider participation over the past two years, and data on users, usage, and uses.

Derek Murphy then presented information relating to the regional survey data from March 2012. Murphy then informed the group that the goals for the day's workshop would be creating a vision statement, goals, strategies for achieving those goals, action items, and other strategies for implementing the action plan.

Discussion then ensued surrounding what the local broadband picture looks like. Those present confirmed that broadband generally is available in the towns but begins to deteriorate beyond those borders. A representative from Gallatin County noted that the only connectivity in the county is in the county seat. Other elected officials confirmed that they know the map does not accurately reflect where broadband is available in their counties. Representatives from Carroll and Owen counties said they could obtain information down to a road level regarding broadband availability that would more accurately reflect the project area.

Steve Dale from the I-71 Task Force noted that while residential connectivity is an issue, the real need is to pair up high-end broadband availability at the junctions of other infrastructure already in place. He agreed to work with the group at a later date to identify those potential locations.

The group stopped for lunch and reconvened at 1 p.m., dividing into two groups to address the residential availability and business availability.

### **KCADD (Abby Caldwell) Business Availability Group Breakout Notes:**

Murphy asked the group to begin thinking about what they envision for the six-county area along the interstate corridor. Dale expressed concern about lack of knowledge surrounding the technology needed. He asked the group, "How do we determine what tomorrow's technology will be?"

Cooper asked Dale what companies are looking for in relocating; that is, will they only relocate to an area with existing availability or will they look at a location with a plan for infrastructure that can be tailored to the business' needs? Cooper said the group needs to identify the trends in the existing economic development market.

Abby Caldwell from the Kentucky Council of Area Development Districts suggested making contact with existing industries similar to the ones they would be recruiting to see what they are currently using in terms of broadband and what they would look for when relocating. Caldwell also suggested making contact with the industries already in the counties that paid for infrastructure for their operations—what did they look for in a broadband connection?

The group determined that they need to identify specific locations that currently have other infrastructure and identify interchanges where infrastructure aligns.

Gallatin County Attorney Spike Wright suggesting the creation of business-friendly zones that interweave on a local level, possibly along the interstate exits.

Dale also asked the group if they wanted to work with small businesses in the area to educate them on the benefits of broadband. The group agreed that doing so could not only benefit the small businesses in the area, but also increase the demand for broadband along the interstate, which would aid industrial recruitment efforts in the future.

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The following objectives were identified: 1. Identify the parameters of the project—what is the vision for the corridor?; 2. Analyze the economic development market—what are companies looking for when relocating?; 3. Identify what information providers need in order to assess potential build-out costs; and 4. Develop an outreach plan to educate existing SME's (small/medium enterprises) on the benefits of broadband for increased profitability.

### **Baker (Wendall McCarty) Notes:**

Opening Session      Attendees head count: 25

1. Providers: Ron Reimer – KRCC
  - Windstream
  - JCTC-Carrollton
  - Chuck Hogg-Shelby Broadband
  - Nancy-ATT
2. Question concerning the slide “Presence of internet Users in Households”; is this assuming they have availability?
  - a. Comment from audience; it’s harder to justify the need with high cost.
3. There was a question about Provider reported speeds versus actual speeds.
4. A question was asked about having any data on middle versus lower income of age group < 35 yrs.?
  - a. This was concerning homework from schools for kids needing to use the internet.
5. Objectives for access:
  - a. Residential; location issue with rural population, no access.
    - i. This group needs specific geographic areas where no access.
    - ii. County seat may have BB service, but no BB service outside that area.
    - iii. Fixed wireless Providers can use repeaters to extend BB service.
    - iv. Wireline previously needed about 40 households per mile to build out infrastructure (I think this was mentioned by Verizon).
  - b. Business issues
    - i. When recruiting businesses, BB service is not always available for the businesses to come to the area. Businesses need to know BB will be available to locations they are considering moving into.
    - ii. Specific sites can be identified for BB service needed to those locations.

Residential Breakout Session (Derek Lead)      Attendees head count: 14

6. Residential group objective: to get residential access to BB service in the 5 counties project area.
7. Can look into capital funding, or funding on own.
8. What is a realistic timeline?
  - a. About 3 years
9. Fixed wireless needs about 10 customers per vertical asset to make in financially feasible, versus the previously mentioned 40 households per mile for wireline.
10. Fiber is about \$9,000 per mile to install.

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11. Need a real business case with real attributes.
12. Gallatin County talked about what they have done in their county.
  - b. Initial goal could be 75-80% population with BB coverage in first year.
  - c. The remainder 20% of population will have BB service in 3-4 years later.
  - d. They made a \$50,000 capital investment to go from 20% population coverage to 80% coverage.
  - e. They will get back their \$50,000 investment later.
13. Shelby Broadband invested >\$50,000 in Harrison County and got about 600 customers.
14. How can group learn from Gallatin County?
15. Are there any core services available (local gov't, schools, libraries, etc.) to help with business case?
16. Schools have contract with Windstream, but if they need more capacity, they can get it elsewhere if they choose. Maybe can be a core service to start projects in an area.
17. Carroll County schools need access to households for their kids to use at home for homework.
18. Each county needs a community champion, either individual or a group.
19. Need communication to community about what this group is doing, in order to sell this plan.
20. There are a lot of misunderstandings about broadband that need to be resolved thru communication.
21. John Brent, hcjudgeexec@hotmail.com, Henry County Judge, and Carolyn Keith, ckeith@owencoky.com, Owen County Judge Executive, wants Wendall to send them KY Mapping Website link.
22. Wendall talked to Verizon about their "Home Fusion" that will be available in 4G next year.
23. Chuck Hogg wants a copy of attendee list.

### **Baker (Bill Bates) Infrastructure/Providers Breakout Notes:**

Participation in the breakout session was for Providers, ADD business contacts and Stakeholder/citizens. Those who participated had interest in broadband access and availability for the county area of focus, to gain a better understanding of the business of broadband – Provider criteria for considering service area expansion and impediments, residential/business criteria, and how decisions are made.

NOTE: Additional inputs/ideas that relate to this session have been added from other sources to build on our knowledge and project experiences.

#### **Criteria and attributes for considering service or new service expansion:**

- Broadband subscriber **density** in area -- \*Institutional, \*CAI's, \*Residential, \*Business, \*Gov.  
(*\* Kentucky addressing data or photogrammetry may help improve our area information for the Region and speed up the time-to-info.*)
- Geography / Topology
- \*Middle-mile Info, \*Head-end/Hub Location Points
- Providers presently operating in the area or in the region (competitive environment)
- Specific business locations (Primary? Secondary? Near Interstate Exits?)
- Business Types: \*Commercial(Larger), \*Small Business, \*At-Home Business

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- Network considerations for Providers / Criteria for Households(H) & Business(B):
  - Capacity
  - Speed
  - Cost (H)
  - Latency
  - Service Redundancy (B)
  - Service Quality
  - “Enterprise Class” Service (B)
  - Symmetric (B)
- Technology types in the area
  - Fiber network expansion has more limiting factors -- Cost/Timing
  - Fixed-Wireless technology is a faster way to bring service in underserved areas
- “Vertical Assets” – Existing towers or buildings where wireless or fixed-wireless equipment may be deployed to reach new customers,
- Understanding the “partnership potential” of an area
- Land ownership, parcel boundary, business zoning or districts, ROW access -- location data/information
- Public or Private-sector towers/structures--\*Co-location towers expensive,\*Interference with cell antenna,  
\*Do public/muni water tank structures have business and contract terms? What are they?
- Pole access -- \*Pole owner, \*Pole Type, \*Attachment capacity, \*Cost, \*Permitting/Licensing process,  
\*Speed-of-attachment (bureaucracy)
- Costs of customer acquisition – equipment, maintenance, installation
- Contracts / No-Contracts
- Government rules/requirements/regulations/constraints –
  - Thinking more in a broadband-centric way...
  - Muni/County/Regional: Established department(s)? Points-of-Contact?
  - Business “guidelines” and processes: documented? In place?
  - RFI / RFP: Value-based? Cost-based? Criteria defined? Is the decision/evaluation process defined, open, and fair (People/Committee/Processes)?
- Group sees value in more/better/detailed/defined information as a means of better engagement -- attracting Providers and/or developing different business strategies for broadband access and availability
- Define and develop a “kit” of information with resources specific to broadband -- defined technical service levels and requirements to make it easier for Providers to understand area business needs and for the community to proactively take the lead on solving the problem
- Plan should also factor in maintaining/updating info and expanding it to enhance broadband success overtime,
- Complementing efforts to contribute to the regional plan -- \*Demand Aggregation,\* Business Surveys \*CAI identification & inventory, \*Wi-Fi Hot-Spot strategies
- Connected to all the above, define people/process owners to build program capacity for sustaining ongoing efforts to enable a sustainable effort over time